
The Intellectual Property Section of the
State Bar of California presents



From Lab to Market In Today's Reality: 2nd Pan-Disciplinary Technology Transfer Conference

March 26-27, 2003

**Ritz Carlton Huntington Hotel & Spa
Pasadena, CA**

Five Reasons To Attend:

- Attend a unique cross-disciplinary gathering of technology transfer professionals, academic and industry researchers, lawyers, business leaders, investors and others interested in accelerated the transformation of technology from discovery to product.
- Two days of exceptional programs and distinguished speakers for \$450 (\$395 for IP Section and supporting group members) which includes all sessions, program materials, continental breakfasts, luncheons and the Reception
- Reception at Caltech's fabled Athenaeum Wednesday Night
- Birds-of-a-Feather Luncheon
- Earn up to 12 Hours of MCLE Credit

The State Bar of California and the Intellectual Property Section are State Bar of California approved MCLE Providers

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Technology transfer—turning the fruits of leading edge research into viable commercial applications—continues to see heightened interest for numerous reasons: budget cuts and shorter term focus in corporate research, growing appreciation of entrepreneurship, the search for revenues in latent IP, and "back-to-basics" after the dotcom follies. Dating from at least Da Vinci and later Newton (both of whom counseled kings and industry titans), tech transfer has expanded greatly since World War II, gaining special impetus with the 1980 Bayh-Dole act and even more recent changes in government-university-industry relations.

The mix of university and industry cultures can accelerate, but too often hinders, technology transfer success: researchers fail to protect rights in their discoveries, university personnel overlook business realities, lawyers are ignorant of the university/government relationship, investors seek a too-early payoff.

Focusing on unique aspects of commercializing research out of university as well as government and non-profit labs, this conference brings together members of all constituencies and illuminates keys to success and critical pitfalls to avoid.

WHO should attend this conference:

- Faculty/Researchers with entrepreneurial goals
- Business lawyers, marketeers and other professionals unfamiliar with transactions growing from university technology and similar intellectual property
- Intellectual property attorneys for companies acquiring cutting edge technology
- University technology transfer/business partnership personnel
- Investors considering young companies based on university or other publicly funded research

PRELIMINARY PROGRAM

TUESDAY, MARCH 25, 2003

5:00p.m.-6:00 pm **Speaker & Early Registration**
6:00p.m. - 9:00p.m. **Speaker/IP Section Executive Committee Dinner**

WEDNESDAY, MARCH 26, 2003

8:00a.m. - 9:15a.m. **Continental Breakfast and Registration**

9:15a.m. - 10:00a.m. **Licensing: Models and Results (1 Hour MCLE Credit)**
Success favors an open mind and flexible deal structures
Speaker: **Richard C. Hsu**, Townsend Townsend & Crew

10:00a.m. - 10:15a.m. **Introduction: *The Southern California Technology Transfer Scene***
Introduction: **Michael M. Krieger** - Conference Chair
Speaker: **Rohit Shukla** - CEO, Los Angeles Regional Technology Alliance (LARTA)

10:15a.m. - 11:15am. **Technology Transfer: Myths, Insights: Cornerstones & Boundaries (1 Hour MCLE Credit)**
Overview and critical review by technology transfer leaders
Speakers: **Andrew Neighbor** - Executive Director, UCLA Office of Intellectual Property Administration
 Richmond Wolf, Ph.D., Associate Dir., Caltech Office of Technology Transfer
 John Sibert - Managing Director, Global Financial Group Institute
 Steve O'Conner - Founder & CEO, NanoStream

11:15a.m. - 12:15p.m. **Slippery Soaps: IP Ownership, Consulting and the Academe (1 Hour MCLE Credit)**
Experts sort out the tangle in research work ownership
Speakers: **Corynne McSherry** - Bingham McCutchen, Author-*Who Owns Academic Work?*
 Colin D. Chapman - Gunderson Dettmer Stough Villaneve Franklin & Hachigian LLP

12:30p.m. - 2:00p.m. **Lunch Welcome and Keynote Address (1 Hour MCLE Credit)**
"Business, Technology and the University Today"
Keynote Speaker: **Jim Flanigan** - Sr. Business Editor, Los Angeles Times

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2:15p.m. - 3:00p.m. Patent Practicalities (1 Hour MCLE Credit)

Knowing time bars, provisional patents, and enforcement is essential to competitive value

Speakers: Luis Villalobos, Founder and Director, Tech Coast Angeles

3:00p.m. - 4:00p.m. Corporate Partners: What Works for Mature Companies? (1 Hour MCLE Credit)

Matching corporate and research institutions agendas takes work

Speakers: Kenneth Kung - Technology Director, Raytheon

Adam Drobot - Corporate VP, Telecordia/SAIC

James F. Haw - Irani Chair of Chemistry, USC

4:15p.m. - 5:15p.m. Another View: Non-University Research Centers Speak (1 Hour MCLE Credit)

Facets of tech transfer seen from a different perspective

Speakers: Larry Couture - Exec. Dir. Ctr. for Biology & Genetics, City of Hope

James Duncan - Partner, Blue Sky Management & Consultants

Damon C. Matteo - VP, Intellectual Capital Management & Commercialization, PARC

David Tralli - Director of Commercialization, Jet Propulsion Laboratory

5:30p.m. - 8:30p.m. CALTECH ATHENAEUM

SPECIAL RECEPTION & PROGRAM

(Transportation will be provided; 7 minutes by car)

5:30p.m. Networking Dinner

6:45p.m. "16 Minutes" (documentary short)

7:00p.m. Perspective and Awards

Gaylord (Nick) Nichols, Dir. Industrial Relations Center, Caltech

7:45p.m. ME72 Competition - innovation in formation (documentary short)

THURSDAY, MARCH 27, 2003

8:00a.m. - 9:00a.m. Continental Breakfast and Registration

9:00a.m. - 9:45a.m. Early Stage Accounting and Finance: Avoiding Common Pitfalls (.75 Hour MCLE Credit)

Speakers: Christian Jester, Audit Partner, Technology Practice, PricewaterhouseCoopers LLP

9:45a.m. - 10:45a.m. Software, Information and Medicine: You & the FDA (1 Hour MCLE Credit)

Medicine invites IT applications; the combo' invites regulation

Speakers: David Feigal - Director, Center for Devices and Radiological Health, U.S. FDA

Judy Reavis - President, Hermes Systems Management

Jeffrey M. Guterman, M.D. - Sr. Medical Dir., LACoDHS / UCLA

11:00a.m. - 11:45a.m. Uncle Sam as Santa Claus: Government Funding Gains Respect (.75 Hour MCLE Credit)

Changes in private investment raises the governments profile

Speakers: Lynn Foster - Program Manager, LARTA

Tom Tsao - Founder and CEO, U-Machines

Mario Gerla - Professor of Computer Science, UCLA

Steven Sunshine - President & CEO, Cyrano Sciences, Inc.

11:45a.m. - 1:15p.m. Birds of a Feather Luncheon

Meet the Speakers and Network at Topic Tables

1:30p.m. - 2:30p.m. Private Funding for University Technology (1 Hour MCLE Credit)

Now combing the campuses, investors tell the what, why and how.

Speakers: John Morris - Partner, GKM Ventures; Member, Tech Coast Angels

David Cremin - Partner, DFJ Frontier Fund

Duke Bristow - Sr. Research Fellow, UCLA Anderson School

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- 2:30p.m. - 4:00p.m. Conflicts and the De-Towering of Ivory: Litigation and the End of Innocence (1.5 Hour MCLE Credit)**
Economic and changes auger caution and courts for the academe
Speakers: **Rebecca Weinstein Bacon** - Bartlit Beck Herman Palenchar & Scott, LLP
(defendants counsel in *Chou v. University of Chicago*)
Jason Wilson - Willenken Loh Striss Lee & Tran LLP
Larry H. Gilbert - Director, Office of Technology Transfer, Caltech
- 4:00p.m. - 6:00p.m. Coffee, Calories and Deals:**
Informed gathering of the Gregarious or Traffic-Challenged

Conference Adjourns

FACULTY

Rebecca Weinstein Bacon - Bartlit Beck Herman Palenchar & Scott LLP, Chicago	Larry Gilbert - Director, Office of Technology Transfer, Caltech	Steve O'Conner - Founder & CEO, NanoStream
Duke Bristow - Sr. Program Manager, UCLA Anderson School	Jeffrey M. Guterman, M.D. - Sr. Medical Dir., LACoDHS / UCLA	Judy Reavis - CEO, Hermes Systems Management
Colin D. Chapman - Gunderson Dettmer Stough Villaneve Franklin & Hachigian LLP	James F. Haw - Irani Chair of Chemistry, USC	Rohit Shukla - CEO, Los Angeles Regional Technology Alliance (LARTA)
Larry Couture - Exec. Dir. Ctr. for Biology & Genetics, City of Hope	Richard C. Hsu , Townsend Townsend & Crew	John Sibert - Managing Director, Global Financial Group Institute
David Cremin - Managing Director, DFJ Frontier Fund	Christian Jester , Audit Partner, Technology Practice, PricewaterhouseCoopers LLP	Steven Sunshine - President & CEO, Cyrano Sciences, Inc.
Adam Drobot - Corporate VP, Telecordia/SAIC	Kenneth Kung - Technology Director, Raytheon	David Tralli - Director of Commercialization, Jet Propulsion Laboratory
James Duncan - Partner, Blue Sky Management & Consultants	Damon C. Matteo - VP, Intellectual Capital Management and Commercialization, PARC	Tom Tsao - Founder and CEO, U-Machines
David Feigal - Director, Center for Devices and Radiological Health, U.S. FDA	Corynne McSherry - Bingham McCutchen, Author-Who Owns Academic Work?, Harvard U.Pr.	Luis Villalobos - Founder and Director, Tech Coast Angeles
Jim Flanigan - Sr. Business Editor, Los Angeles Times	John Morris - Partner, GKM Ventures; Member, Tech Coast Angels	Jason H. Wilson - Willenken Loh Striss Lee & Tran LLP
Lynn Foster - Program Manager, LARTA	Andrew Neighbor - Executive Director, UCLA Office of Intellectual Property Administration	Richmond Wolf, Ph.D. - Associate Dir., Office of Technology Transfer, Caltech
Mario Gerla - Prof. of Computer Sci., UCLA, NSF & DARPA Awardee	Gaylord (Nick) Nichols , Dir. Industrial Relations Center, Caltech	

CO-SPONSOR

PricewaterhouseCoopers LLP, Technology Practice

ACKNOWLEDGMENTS

The Intellectual Property Law Section of the State Bar of California is Pleased to acknowledge the kind assistance of the following:

Industrial Relations Center, Caltech

Los Angeles Regional Technology Alliance (LARTA)

PROGRAM PLANNING

Michael M. Krieger, Conference Chair/Organizer, Krieger Law Offices / UCLA Computer Science Dept.
Richard C. Hsu, Program Co-chair, Townsend & Townsend & Crew
Jason H. Wilson, Program Co-chair, Willenken Loh Stris Lee & Tran LLP
Paul Kovelman, VP of Intellectual Property and Patent Counsel., Medtronic Minimed
Lynn Foster, Program Manager, Los Angeles Regional Technology Alliance
Jayna Blackwell, CMP, Meeting & Event Administrator, State Bar of California

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REGISTRATION FORM

Registration Deadline: March 21, 2003

Note: One registrant per form. Photocopies may be used.

Name: _____ State Bar Number (if applicable): _____

Affiliation: _____

Address: _____

City, State, Zip Code: _____

Phone: _____ Fax: _____

E-mail: _____

How did you learn about the conference? _____

Registration Fees:

Program package includes up to 12 hours of MCLE, program materials, continental breakfasts, luncheons, receptions and coffee breaks.

- | | | | |
|---|-------|---|-------|
| <input type="checkbox"/> Intellectual Property Section and Supporting Group Members | \$395 | <input type="checkbox"/> University Faculty | \$185 |
| <input type="checkbox"/> Non Section Members | \$455 | <input type="checkbox"/> University Students (w/copy of student ID) | \$100 |
| (Includes complimentary IP Section membership for 2003) | | <input type="checkbox"/> Program Materials Only | \$150 |
| <input type="checkbox"/> Government Employees | \$185 | <input type="checkbox"/> Intellectual Property Enrollment Only | \$60 |

Amount Enclosed/To Be Charged: \$ _____

CREDIT CARD INFORMATION (Visa/MasterCard only)

I/we authorize the State Bar of California to charge my/our program registration to my/our VISA/MasterCard account. (No other credit cards will be accepted)

Account Number: _____ Exp. Date: _____

Cardholder's Name: _____ Cardholder's Signature: _____

REGISTRATION INFORMATION

DEADLINE

In order to preregister, your form and check made payable to the State Bar of California or credit card information, must be received no later than March 21, 2003

MAIL TO

Program Registrations, State Bar of California, 180 Howard Street, San Francisco, CA 94105

FAX TO

Program Registrations at (415) 538-2368. In Order for your faxed registration to be processed it MUST be accompanied by credit card information (Visa or MasterCard only please!)

QUESTIONS

For registration information call (415) 538-2508. Telephone registrations will not be accepted. For program content and/or Intellectual Property Section information call (415) 538-2375.

ON-SITE

A confirmation letter will not be sent, please check in at the State Bar Registration table. On-site registrations will be accepted on a space available basis.

SPECIAL ASSISTANCE

For special assistance, please call (415) 538-2585 or TDD for speech and hearing impaired (415) 538-2231.

CANCELLATIONS/REFUNDS

Cancellations and requests for refunds must be received in writing no later than March 21, 2003.

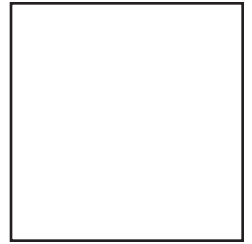
AUDIO TAPES

Audio tapes of the program will be available with a set of materials from Versa-Tape. To order, please call (800) 468-2737

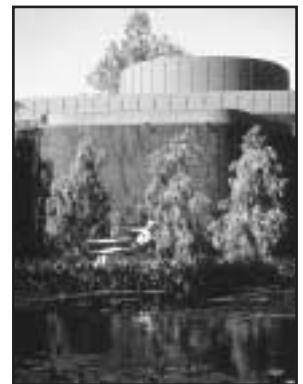
HOTEL RESERVATIONS

Hotel Reservations at the Ritz Carlton Huntington Hotel & Spa in Pasadena: We have reserved a limited block of sleeping rooms at the Ritz Carlton Huntington Hotel & Spa. Please contact the hotel directly at (800) 241-3333 or (626) 568-3900 to make your reservation. Please identify yourself as part of the State Bar Intellectual Property Technology Transfer Program to obtain the special rate of \$165 single/double occupancy per night plus tax. Please make your reservation by March 10, 2003. Reservations made after the March 10, 2003 deadline will be made on a space available basis at the confirmed group rate.

STATE BAR EDUCATION FOUNDATION
Intellectual Property Section
180 Howard Street
San Francisco, CA 94105-1639



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